

The Masculine Primper Is Very Particular

The astonishing statement has been made that 50 per cent of the frequenters of the beauty shops of a great city are men. This asseveration is startling to one who is unacquainted with the facts and does not seem to be borne out by a casual observation, but close investigation seems to indicate that the figure named is about right. Upon casual observation the 50 per cent is not apparent, but this is due to the fact that while a man is extremely solicitous about his appearance and will use every endeavor to ward off the finger marks of Time upon his face, at the same time he will not parade the fact before his friends that he makes regular visits to a beauty parlor. If he is given to the habit he will dart into the doorway and rush up to some obscure corner of the room where he can be treated without observation behind a screen or a closed door, says the Rochester Democrat. He will make engagements by telephone, so that he may not be subjected to the humiliation of waiting around the place for his turn. He has his regular operator, who knows his desires as far as privacy and other matters are concerned and endeavors to gratify them. Or perhaps he is not bold enough to frequent these places, and he then patronizes one which is conducted under the guise of a barber shop. "In fact," said a well known beauty specialist, "if it were not for the constantly increasing business of my profession we would be pretty nearly put out of business by these barber shops, for in the leading tonorial establishments of the large cities there is now a great deal of attention given to the beauty work. It is possible to get almost everything that we can give our patrons except the real scientific treatment and study which a patron of a well established beauty parlor gets. Some of our attendants are graduated doctors who have been driven out of business by their inability to collect their bills or for other reasons. These persons are enabled to give patrons attention which they could get in no other way, and which is not to be had at barber shops or even second class establishments. "The behavior of men around such



THE HOT TOWEL.

a place as mine is altogether different from women and they must be handled on a different basis. As stated before, men are not anxious to be seen in the act of priming, and they glide in and out of the place with all possible expedition. Not so with the woman. She likes all the time possible and will do nothing to facilitate the operation. She seems to measure by the time which is put on her rather than by the results. The man is appreciative, but the woman is constantly finding fault and questioning. The woman often enjoys the gaze of others while being operated upon. "Men have found that they are 'sized up' in their more than they were heretofore. A few years ago a man would primp only when he was endeavoring to make an impression on some person of the feminine persuasion. He formerly primed for Sunday, but now he does so for Monday. Men now seem to be given to the habit of getting themselves in the pink of condition for important business engagements. One of our greatest sources of income at the present time is from the patronage of salesmen. The traveling man arrives in town tired and drawn-looking from a journey. Under the old-time methods he would hurry right out among his customers and endeavor to get the most business crowded into the least time. Not so today. He hurries to the shop of some expert who proceeds to take off the stain of travel. After the treatment he not only looks good, but feels good, and in this delightful condition he is much better equipped for business than before. His manner is light and airy and his address cheery, and he creates a pleasant impression from the very start. "For that jaded and tired appearance we shave him, give him the hot towel and a shampoo. A facial massage is followed by rubbing powder into his cuticle. The powder applied in this manner properly gives the skin a beautiful glow. Then in order to obtain a little touch of color, we slap the cheeks hard enough to bring the desired blush. Also the tips of the ears. "Thin hair and wrinkles are the greatest troubles of the men. They do not want to get old. Avidropolis is another trouble, but it is minor to the others named. After he has been put through a course for lines in the face he is very grateful for what has been done, but a woman will survey herself in the glass and ask, 'Now, are you sure that they will not come back before I get home?' "A man who is concerned about his appearance is made much easier by putting his hands in good condition. This does not mean merely polishing his nails. Men are rather averse to polished nails at the present time, but a great deal is contributed to a comfortable frame of mind by a well groomed hand. This means that the skin is put into a healthy glow and the nails trimmed symmetrically. The nails are cleaned and rubbed, but not polished. We advise men to bleach their hands. Dull, dark, angry-looking hands are never attractive. We tell them to keep a cut lemon upon the washstand and to use it. We make our men patrons pay much attention to small things. "We make them study the color of their eyes and the color of their skin. We have a blue-eyed man who comes in here. He has a nice pink skin, which we treat regularly. But it is his eyes that are the best. They are lovely china blue. We advise this man to wear china blue neckties to bring out the 'spots' in his eyes, and we lecture him upon the subject of blue shirts. We urge that all his appointments should be blue, if possible. And we tell him to carry a blue handkerchief. We advise men to study their complexions. The deep olive-skinned man looks very handsome in brown. He should wear brown or navy blue. But the fair-skinned man looks best in gray or in black. These

are good things for a man to know. One color costs little more than another and it makes a great difference in a man's looks. The masculine primper has received official indorsement lately by being given recognition at beauty shows, which are just now raging in all parts of the world.

FIXED.

During the recent stay in camp of the National Guard of the District of Columbia, one of the captains called a sergeant one day, saying: "Sergeant, note down Private Mooney—one day on bread and water for slovenly turn-out on parade." "Beg pardon, Captain," responded the sergeant, "but that won't make any difference to Mooney. He's a vegetarian." "Then," said the captain, "give him one day on meat and soup."—Harper's Weekly.

CONFIDENCE

said Lord Chatham, "is a plant of slow growth." People believe in things that they see, and in a broad sense they are right. What is sometimes called blind faith is not faith at all. There must be reason and fact to form a foundation for trust. In regard to a medicine or remedy, for example, people ask, "Has it cured others? Have cases like mine been relieved by it? Is it in harmony with the truths of modern science, and has it a record above suspicion? If so, it is worthy of confidence; and if I am ever attacked by any of the maladies for which it is commended I shall resort to it in full belief in its power to help me." On these lines WAMPOL'S PREPARATION has won its high reputation among medical men, and the people of all civilized countries. They trust it for the same reason that they trust in the familiar laws of nature or in the action of common things. This effective remedy is palatable as honey and contains the nutritive and curative properties of Pure Cod Liver Oil, extracted by us from fresh cod livers, combined with the Compound Syrup of Hypophosphites and the Extracts of Malt and Wild Cherry. It quickly eradicates the poisonous, disease-breeding acids and other toxic matters from the system; regulates and promotes the normal action of the organs, gives vigorous appetite and digestion, and is infallible in Prostration—following Fevers, etc., Scrofula, Influenza, Asthma, Wasting Diseases, Throat and Lung Troubles, etc. Dr. W. A. Young, of Canada, says: "Your tasteless preparation of cod liver oil has given me uniformly satisfactory results, my patients having been of all ages." It is a product of the skill and science of to-day and is successful after the old style modes of treatment have been appealed to in vain. Sold by all chemists.

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If your memory is poor, confidence and nerve all gone; sleep restless; if you suffer frequent headaches and your eyes are dull and heavy, it shows that your supply of nerve force is depleted.

So many men try to build up nerve force by dousing their stomachs with drugs. It is impossible. What the nerves require is nourishment—nerve food. If there was any nourishment in drugs, they might do some good, but you know there is not. Drugs are drugs, stimulants, narcotics, antidotes, poisons, not food. Electricity is nerve food—nerve life. It soaks into your nerves and is taken up by them just as a sponge absorbs water. It nourishes and vitalizes the parts which drugs cannot reach.

Every dose of drugs that you put into your stomach weakens your nerves. Every time you kill a pain or an ache—by stupefying the nerves with poisonous drugs, you are hurting them, and any one can see that in time, by steady dosing, your nervous system will be completely broken down.

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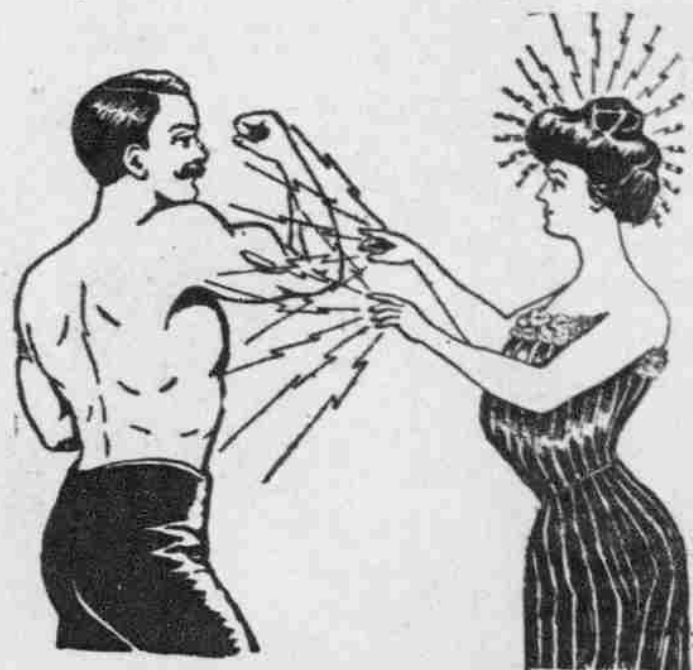
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